



Sawyer County

Agenda

Economic Development & UW Extension Committee Meeting
Monday, November 4, 2024 @ 8:30 AM
Sawyer County Board Room

Page

1. CALL TO ORDER

- a. To view or participate in the **virtual meeting** from a computer, iPad, or Android device please go to <https://zoom.us/j/97642007840>. You can also use the dial in at 1-312-626-6799 with the Webinar ID: 976 4200 7840. Use *9 to Raise/lower hand and *6 to Unmute/mute. If additional assistance is needed please contact the County Clerk's Office at 715-634-4866 prior to the meeting. If you are on a computer, click the "Raise Hand" button and wait to be recognized. If you are on a telephone, dial *9 and wait to be recognized.

2. ROLL CALL

3. PLEDGE OF ALLEGIANCE

4. CERTIFICATION OF COMPLIANCE WITH THE OPEN MEETINGS LAW

5. MEETING AGENDA

6. PUBLIC COMMENTS

- a. At this time, members of the public will be given the opportunity to address the Committee. Please adhere to the following when addressing the Committee:
 - Comments will be limited to 3 minutes or less per individual.
 - Comments should be directed to the Committee as a whole and not directed to individual Committee members.
 - The Committee cannot respond to your comments during this time.
 - Please sign in and fill out a public comment sheet if you wish to speak on an item.

7. CONSIDER APPROVAL OF MINUTES FROM PREVIOUS MEETING

- a. [10.7.24 DRAFT Econ.UWEX Minutes](#)

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8. SAWYER COUNTY AGRICULTURAL FAIR ASSOCIATION REPORT

**9. UNIVERSITY OF WISCONSIN-EXTENSION DEPARTMENT REPORT
(2ND MONTH OF EACH QTR)**

10. HAYWARD LAKES VISITORS & CONVENTION BUREAU

- a. [October 2024 Marketing Highlights](#)

11. NORTHWEST REGIONAL PLANNING COMMISSION REPORT

12. ECONOMIC DEVELOPMENT CORPORATION REPORT

- a. [ESOP flyer 10.24 NB \(2\)](#)
[Profit Mastery Flyer - Hayward WI Nov. Class \(2\) \(1\)](#)

7 - 9

13. LIBRARY UPDATES (1ST MONTH OF EACH QTR)

- a. [2024 Full Sheet Calendar](#)

10 - 11

14. MOTORIZED TRAIL AND NON-MOTORIZED TRAIL REPORT

15. BROADBAND UPDATE

- a. Consider BEAD Endorsements (discussion and possible action)

**16. COUNTY CONNECTIVITY - CELL, BROADBAND, PUBLIC SAFETY
NETWORK**

- a. Discussion on objectives
b. Updates on potential partners

17. HISTORICAL SOCIETY

18. BOARD APPOINTED COMMITTEE UPDATES

19. FUTURE AGENDA ITEMS

**20. CORRESPONDENCE, REPORTS FROM CONFERENCES AND
MEETINGS**

21. ADJOURNMENT

DISCLAIMER:

A quorum of the County Board of Supervisors or of any of its committees may be present at this meeting to listen and observe. Neither the Board nor any of the committees have established attendance at this meeting as an official function of the Board or committee(s) or otherwise made a determination that attendance at the meeting is necessary to carry out the Board or committee's function. The only purpose for other supervisors attending the meeting is to listen to the information presented. Neither the Board nor any committee (other than the committee providing this notice and agenda) will take any official action with respect to this noticed meeting.

Copy sent via email to: County Clerk and News Media. Note: Any person wishing to attend whom, because of a disability, requires accommodation should call the Sawyer County Clerk's Office (715.634.4866) at least 24 hours before the scheduled meeting so appropriate arrangements can be made.

Mission Statement: Provide the leadership for implementation of the Education and Economic Development for Sawyer County. To provide leadership in monitoring outcomes, reviewing, and recommending for the County Board all policies related to educational and economic development initiatives of Sawyer County.

**Minutes of the October 7, 2024 meeting of the Sawyer County
Economic Development and UW-Extension Committee
Of the Sawyer County Board of Supervisors
Board Room; Sawyer County**



Voting Committee Members Present:

- ☒ Chair: John Righeimer
- ☒ Vice Chair: Stacey Hessel
- ☒ Tom Duffy
- ☒ Steve Kariainen
- ☒ Randy Neumann

Andy Albarado
Liz Klein
Mindy Simons
Cathy LaReau
Lynn Fitch

Others Present:

Cheryl Treland
Donna Knuckey
Lori Baltrusis
Ann Larson
Rick Christians

Call to Order – Chair Righeimer called the meeting to order at 8:30 am.

Certification of Compliance with the open meeting law was met. Roll Call was taken. Quorum was met.

Meeting Agenda --

Public Comments –

Minutes from the previous meeting dated: September 9, 2024

Motion to approve made by: Mr. Duffy Second by: Mr. Neumann
Motion carried without negative vote.

Sawyer County Agricultural Fair Association Report –

Mr. Christians provided a verbal update. They had about 1500 people Thursday and Friday night. He described the facility upgrades completed. They are ahead of schedule for the 2025 planning and bookings.

University of Wisconsin-Extension Department Report -

Hayward Lakes Visitors & Convention Bureau -

A written report was provided and reviewed by Ms. Simons. Work on the new vacation guide is being completed now. In total they plan to distribute 66,000 printed guides in 2025.

Presentation by Cheryl Treland -HLVCB – Ms. Treland provided a verbal update of the history of HLVCB and the development of our tourism industry. In 2003 Sawyer County Rec Association and Sawyer County Rec Association merged to become Hayward Lakes Visitors and Convention Bureau. A handout of historical data was provided.

Northwest Regional Planning Commission Report -

Economic Development Corporation Report -

Ms. Hessel read a report from Mr. Lamoreaux. They will be offering a profit mastery class in November for businesses as well as ESOP training.

Library Updates -

Ms. Knuckey of the Winter Library reported on summer programming and the October calendar of events. They have had a successful fundraising year. Ms. Larson of the Hayward Weiss Library provided a verbal update. The Library received a \$10,000 grant award from 100 Who Care. Circulation statistics were provided.

Motorized Trail and Non-Motorized Trail Report -

Ms. LaReau reported high trail counts. An estimated \$4.2B was spent by ATV/UTV riders in 2023; out-of-state and resident ridership have both increased. Mr. Duffy advised that there are over 9,000 people registered for the 2025 Birkie with a goal being 11,250. Other trail events were reviewed.

Broadband Update -

Mr. Albarado advised that we have not yet received any BEAD applications to review.

Board Appointed Committee Updates -

Mr. Kariainen reported on his meeting at ICAA and CEP. Ms. Hessel reported on her attendance at the WCA meeting.

Historical Society -

No update

Future Agenda Items – BEAD updates

Meeting Date/Time – The next meeting of the Economic Development and UW-Extension Committee will be Monday, November 4, 2024, at 8:30 am in the Board Room.

Meeting adjourned at 9:50 am

Minutes recorded by Lynn Fitch, County Clerk

October 2024 Marketing Highlights

- Now that the Vacation Guide has been put to rest, I have started to dig into some of our analytics to better focus our marketing efforts and decisions over the coming year.
- In reviewing data between July 1, 2023 – present (our previous fiscal year plus the first 3 months of the current fiscal year) there were some interesting trends that I plan to focus on as we move forward into the remainder of this year and beyond.
 - • Organic Google searches relating to Hayward and the surrounding region are up 26% (June to October, Year over Year) with “things to do in Hayward WI” increasing 169%.
 - • Based on Vacation Guide requests and website traffic, Chicago has 2x to 3x more travelers than the Twin Cities.
 - • Outdoor related content (activities, ATV/UTV information, outdoor reports, etc.) saw a traffic increase on average of 241.5%.
 - Specifically, the ATV trail maps page is up 492% and the ATV trail information page is up 604%.
 - • Top web traffic metropolitan areas are
 - 1. Chicago (22,419 site visitors)
 - 2. Twin Cities (6,577 site visitors)
 - 3. Dallas, TX (5,678 site visitors) -more on this later
 - 4. Milwaukee (2,003 site visitors)
 - 5. Madison (1,281 site visitors)
- Count this as a surprise. Dallas has delivered legitimate website traffic steadily with a trending increase of traffic in June 2024.
- The mix of organic traffic and Texas-based traffic referred from other Sawyer County websites has been significant.
- This may be worth investigating further, but in terms of influencing marketing strategy I believe we need to treat this as an outlier. Our hope is that Hayward is a popular Wisconsin destination for Texans but should not warrant spending advertising dollars.

Moving Forward:

Opportunities abound to gain traction in major markets like Chicago, the Twin Cities, Milwaukee, and Madison. The right strategy will consist of a brand consistent, coordinated campaign consisting of paid advertising (digital, social, and email), paid content placement, organic website content, and social media. I will keep you informed of our efforts as we move forward throughout the year.

Join us for a **FREE** presentation about ESOP ownership

ESOP EMPLOYEE STOCK OWNERSHIP PLAN



Presentation
Provided By:
Matt Middendorp
Business Consultant
ESOP Partners



**RSVP required by
following the QR
Code or calling the
numbers below by
Monday, November
4th to reserve
your seat and
complimentary meal.**

Susan Fibert
AVP Business Banker
Frandsen Bank
sfibert@frandsenbank.com
715.638.7117

Adam Lamoureux
Executive Director
SCLCO Economic Development
ED@sclcoedc.com
651.308.8206

Is ESOP Right for Your Business?

Join us for a unique and free opportunity of gathering of business owners and curious business professionals to explore the essentials of Employee Stock Ownership Plans (ESOPs). Guest speaker Matt Middendorp an ESOP advocate will take us through the fundamentals of ESOPs; how they work, money saving tax advantages, strategic benefits, along with problem solving solutions for ESOP transitions. ESOPs can be a great way to enhance your business's value and legacy!

WEDNESDAY, NOVEMBER 6
11:00 AM TO 1:00 PM

Anglers Bar & Grill | 10547 Main Street | Hayward

SPONSORED BY





REGISTER TODAY FOR

PROFIT MASTERY



**Do you want to make more profit?
Improve your cash flow?**

Profit Mastery® is a 2-day in-person workshop to help you dig into your business finances.

Gain the knowledge and skills you need to help your business achieve financial success.

WHEN

November 11 & 12, 2024
from 9:00am - 4:30pm

**Coffee, Breakfast Snacks & Lunch
included*

WHERE

**Hayward Area Chamber of
Commerce**
S15805 US-63
Hayward, WI 54843

COST

This course is FREE for Wisconsin business owners thanks to grant funding. (Normally a \$600 value)

REGISTER

**Click here or scan the ►
QR code to register online.**
Workshop seats are limited!



PROGRAM OVERVIEW

Profit Mastery



What does it do?

Profit Mastery® is a 2-day in-person workshop to help you dig into your business finances. Gain the knowledge and skills you need to help your business achieve financial success. Learn alongside fellow business owners from a skilled local facilitator.



Who is it for?

Profit Mastery® is for business owners who want to become more confident and skilled in managing their financials and making financially sound decisions for their company. If you are ready to grow your financial management skills, this is for you.



Why is it different?

Profit Mastery® is a financial performance system and has an international reputation for providing unparalleled financial management and business planning education. The curriculum is owned by Business Resource Services and facilitated by EFund.



How can I register?

Click here or scan the QR code to secure your seat for this Profit Mastery® workshop. After registering, you'll receive a confirmation email from the Entrepreneur Fund Program Coordinator.



Why Entrepreneur Fund?

As the region's leading nonprofit lender, we believe small businesses have the power to transform their communities. Our entrepreneurs create jobs, provide essential services and add vibrancy to our region. For over 30 years, our team has been dedicated to providing accessible capital and strategic advising to our region's small business owners because when we invest in them, we also invest in the economic growth of northern Minnesota and Wisconsin.

Follow Along



efund.org/wi

(218) 623-5747



Ongoing Programs

- Tuesdays @ 10:15 am - **Storytime** (Birth - 5 yrs.) presented by Northwest Connection Family Resources
- **1,000 Books Before Kdg.**
- **In Gauge** Thursdays 10 am to Noon



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National Native American Heritage Month

Programming Survey - Available online and paper copy. Due Nov. 1, 2024

Nov. 2

- 10:30am - 12:30 pm Ultimate Puzzle Battle

Nov. 4 - 9

- Children's Book Week- Child can fill out a ticket when they stop by for daily drawing of names

Nov. 4

- 10 - 11 am Hello Tech
- New Take-N-Make Kit for Children
- I Spy Dinosaur Starts
- Indoor Scavenger Hunt for Children

Nov. 11

- 2 pm Boys of Winter- Bill Jamerson Presentation about Ski Jumpers Sponsored by FOL & American Birkebeiner

Nov. 13

- 12:30 Midweek Movie - Mrs. Doubtfire

Nov. 14

- 3:30 - 4:30 pm - LEGO® Club
- 6 pm - Writing Workshop (NaNoWriMo)

Nov. 16

- 10:30 am T-Rex Tea for Children

Nov. 20

- 6 pm Dinosaur Trivia on Zoom

Nov. 25

- 10:30 am Dinosaur Family BINGO & More!

Nov. 26

- 10:30 am LEGO® Club
- 4 - 6 pm - T-N-T - Tween & Teen
- 6 pm Dinosaur Trivia for Families at the Library

Nov. 28

- Happy Thanksgiving - Library CLOSED

Nov. 29

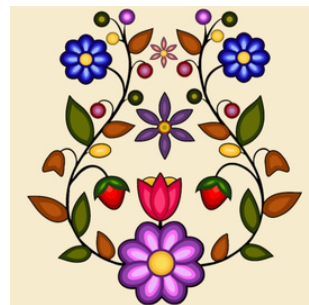
- 10:30 am Children's Movie

Dec. 2

- 10- 11 am Hello Tech

Dec. 7

- 10:30 am Letters to Santa w/KITS



Sherman & Ruth Weiss
Community
Library

<https://weisscommunitylibrary.com/>
715-634-2161
10788 State Hwy 27/77, PO Box 917
Hayward, WI 54843



APPLETASTIC ADVENTURE:

This past week, the library proudly participated in the Wisconsin Science Festival, where kids had a blast learning about apples with Sage, an instructor from Hunt Hill. After the engaging session, everyone enjoyed delicious apples from Mary's Sunday Orchard, generously dipped in Lynne Marie's Candies caramel, all thanks to the wonderful support of the Grassroots Garden Gurus. It was a sweet and educational day for all!



**October
2024**

In Partnership With:



Halloween Spooktacular



Our fourth annual Halloween Spooktacular was a fantastic success! Kids had a blast creating "Día de los Muertos" masks, exploring the mysterious sensory boxes, striking poses for photos, and more! A special shoutout to Alec Treebuck, our resident deer, for joining in the fun with an awesome costume! It was a spooktacular day filled with creativity and laughter!

In Partnership With:

